

ABSTRACT

Today's communication has the power to shape public opinion and influence their attitude towards something. Public relations seeks to build good relations with the public and the media by developing communication strategies to enhance the positive image of Lafayette Boutique Hotel Yogyakarta through an activity program held by Public Relations. This study aims to determine what communication strategies are carried out by Public Relations in building a positive image of the hotel. This research method uses qualitative methods. From the results of the study, there are five public relations communication strategies carried out by Lafayette Boutique Hotel Yogyakarta public relations, namely, identifying problems that arise in the company's internal, evaluating the pattern and level of attitude of the unit as the target, identifying organizational structure, selecting options or elements of tactics public relations strategy and describes the public relations strategy and tactics or how to implement the program steps that have been planned, implemented, communicated and evaluated the work results. Then have a strategic educational approach program, a social responsibility approach to public relations strategies, harmonious relationship building strategies, publication strategies, promotion strategies, and media relations strategies. From the program it produced more positive responses than negative then gave rise to positive image indicator elements, namely impressions, beliefs and attitudes obtained by consumers towards hotels and programs that had been carried out by Lafayette Boutique Hotel Yogyakarta.

Keywords: Communication Strategy, Positive Image, Public Relations.